

11

U.S. History
History-Social
Science Standard
11.5.7.



Teacher's Masters

California Education and the Environment Initiative



Mass Production, Marketing, and Consumption in the Roaring Twenties

California Education and the Environment Initiative

Approved by the California State Board of Education, 2010

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California Environmental Protection Agency
California Natural Resources Agency
California State Board of Education
California Department of Education
Department of Resources Recycling and Recovery (CalRecycle)

Key Partners:

Special thanks to **Heal the Bay**, sponsor of the EEI law, for their partnership and participation in reviewing portions of the EEI curriculum.

Valuable assistance with maps, photos, videos and design was provided by the **National Geographic Society** under a contract with the State of California.

Office of Education and the Environment

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Lesson 1 New Inventions Bring New Challenges

None required for this lesson.

Lesson 2 The Rise of Mass Production

None required for this lesson.

Lesson 3 A Rise in Mass Consumption

None required for this lesson.

Lesson 4 Changing the American Landscape

None required for this lesson.

Lesson 5 Consequences of Consumption

None required for this lesson.

Assessments

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Name: _____

Part 1

Instructions: Select the best answer and circle the correct letter. (2 points each)

1. Which of the following was not a result of mass production techniques in the 1920s?
 - a. extraction of natural resources
 - b. development of the assembly line
 - c. consumption of manufactured goods
 - d. increased costs of automobiles

2. Which of the following was a pattern that repeated during the 1920s?
 - a. products consumed; products produced; demand for more products
 - b. products produced; products consumed; demand for more products
 - c. byproducts and waste; demand for more products; products consumed
 - d. demand for more products; products consumed; investments made

3. A beneficial byproduct made from coal tar is _____.
 - a. automobiles
 - b. gasoline
 - c. plastics
 - d. telephones

4. In the 1920s, the rate of consumption decreased for which of the following manufactured goods?
 - a. cameras
 - b. lightbulbs
 - c. vacuum cleaners
 - d. weapons

5. The development of plastic shopping bags is an example of _____.
 - a. mass consumption
 - b. mass production
 - c. new technology
 - d. marketing

6. Which of the following resulted from the mass production and consumption of the 1920s?
 - a. litter in the ocean
 - b. large-scale landfills
 - c. polyethylene
 - d. city recycling systems

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7. Which of the following is remediation due to the detrimental effect of mass production and consumption on natural systems?
 - a. white pollution
 - b. North Pacific currents
 - c. plastic bag bans
 - d. sanitary landfills
8. In the 1920s, affordable cars and new roads had a direct influence on the American landscape through _____.
 - a. 40-hour workweeks
 - b. the expansion of suburbs
 - c. the purchase of home appliances
 - d. the use of assembly lines
9. Which of the following statements best describes an indirect influence of growing cities on the American landscape and its natural systems?
 - a. Landfills were made to dispose of the increased waste from consumption.
 - b. A prosperous decade provided stable jobs, letting many people increase their leisure time.
 - c. Mass production led to increased uses of natural resources, such as oil and steel.
 - d. Electricity replaced coal and water as fuel for manufacturing.
10. Building roads, restaurants, and filling stations were a result of which innovation used in the 1920s?
 - a. assembly line
 - b. marketing
 - c. landfills
 - d. steam engines
11. Which of the following is an example of direct effects of new technologies on natural systems?
 - a. building highways for cars
 - b. animals ingesting plastics
 - c. habitat damage resulting from drilling for oil
 - d. sanitary landfills for plastic bags
12. Which of the following is an example of indirect effects of new technologies on natural systems?
 - a. conversion of steam to electricity
 - b. electrical lighting in homes
 - c. mining iron ore to make cars
 - d. roadside filling stations

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13. Which of the following statements best describes the effects of many new home appliances introduced in the 1920s on natural systems?
- a. Women found more leisure time due to modern conveniences.
 - b. Time-saving appliances, such as the washer, decreased water pollution.
 - c. More homes needed energy and were wired for electricity.
 - d. Renewable natural resources provided raw materials for production.
14. What stimulated the demand for more mass-produced goods?
- a. byproducts
 - b. investments
 - c. marketing
 - d. waste
15. Which turn-of-the-century invention led to unintended consequences in dump sites like the one in Tracy, California?
- a. automobile
 - b. hair dryers
 - c. plastics
 - d. telephones

Part 2

Instructions: Read and answer the following questions. (4 points each)

16. What caused the rise of mass production and mass consumption in the 1920s?

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17. What was the relationship between mass production, natural resources, consumption, and byproducts in the 1920s?

18. What is an example of a direct effect of new technologies on natural systems?

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19. What is an example of an indirect effect of new technologies on natural systems?

20. How did growing cities in the 1920s influence the American landscape and the associated natural systems?

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Public Service Announcement

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